

**ABSTRACT**

- A process of treating a human or non-human animal cell to introduce heterologous genetic material into said cell and express said material in said cell, comprises (a) providing a recombinant herpesviral vector which is an attenuated
- 5 or replication-defective and non-transforming mutant herpesvirus, and which carries heterologous genetic material, and (b) transducing human or non-human animal cells selected from: hemopoietic cells, malignant cells related to blood cells, and malignant or non-malignant CD34+ cells; by contacting said cells with said virus vector to transduce said cells and express said genetic material.
- 10 Among applications of the technique is modification of hemopoietic cells by transfer of genes, e.g. to generate tumor immunogens from malignant cells.